**WRITE THIS IN YOUR NOTES NOW!!!**

Introduction:

Sentence 1: Speaker, subject, occasion

Sentence 2: Claim (tone, audience, purpose)

**Example:**

*Psychologist, Barry Schwartz, the author of Paradox of Choice, presents a TED Talk on July 2005, discussing the effects of having an abundance of choices in every domain. Schwartz, using a humorous and intellectual tone, informs teens and adults of the two negative effects of having too many choices: paralysis and less satisfaction.*

**What is in a Body Paragraph?**

**Topic Sentence (rewording the claim and appeal)**

**Assertion**

**Example from text**

**Impact statement**

**Transition, Assertion**

**Example from text**

**Impact statement**

**Concluding sentence**

**Example:**

*Schwartz uses* ***emotional appeals*** *to make the audience comprehend the paradoxes that exist with having a plethora of choices. First, he uses humor to make them laugh about it, but it is actually making them think about it. For instance, he pokes fun of today’s world because we are given the freedom of having too many choices in regards to marriage.   
We may just point at someone and say, “You’ll do.” As this is a humorous thought as the comic displays, it is a serious matter. He makes the audience laugh momentarily, but the thought of being paralyzed by choice will resonate with them. It’s actually a scary thought to realize we are settling for someone just to be married. Schwartz further strengthens his points by evoking feelings of fear when he discusses suicide rates increasing due to feeling less satisfied. For example, today patients tell their doctors what to prescribe, and even when they get what they want, they still feel they are missing out on something. Too many choices leaves people feeling depressed as if they are always missing something. The speaker relies on appealing to the audience’s emotions, but he also justifies why too many choices have negative effects.*

*Additionally, the author* ***rationalizes*** *his argument to advance the claim that a world providing an abundance of choices is indeed detrimental to our well-being. Schwartz shares real-life scenarios to help the audience understand his point. He discusses his experience with shopping for jeans. The store nowadays has more than one kind of blue jeans, but instead the store offers loosely, fitted, skinny, flare, boot cut, etc etc. All he wanted was the kind that was always the “only kind” to buy. Mind you, the jeans he bought that day fit better than any other pair he ever bought, but he felt dissatisfied with the jeans. Buying jeans is a simple task, but the author demonstrates through his anecdote how this simple task can be frustrating and less satisfying. The speaker emphasizes these feelings are negative effects of having too many choices. It’s the opposite of what we should be feeling. He continues to share statistics of how many choices we have by simply shopping for salad dressing, phones, computers, and other domains. One statistic he shares that is an attention grabber is suicide and clinical depression increased by 50% in the past five years due to having too many choices. This is astonishing for the audience to hear, and it will definitely make them pay attention to his claim that having more is not beneficial. In fact it does quite the opposite.*

**Conclusion: 1-2 sentences**

Restate Claim (reword)

Why the author did write this way? Why were these strategies chosen? Why did they work?

**Example:**

*Schwartz using a serious tone convinces adults that a world that offers too many choices also offers two harmful effects: paralysis and less satisfaction. By be aware of his audience’s comfort level with technology and having the world at their figure tips, he knew offering real life reason and humor to explain why choices are hurting them, not helping.*

**Full Rhetorical Analysis Essay**

**Sample Essay**

Psychologist, Barry Schwartz, and author of Paradox of Choice presents a TED Talk on July 2005 discussing the abundance of choices available in the world in every domain. Schwartz, using a humorous and clinical tone, attempts to persuade teenagers and adults of **the two negative effects of having a plethora of choices: paralysis and less satisfaction.**

Schwartz uses **emotional appeals** to make the audience comprehend the paradoxes that exist with having a plethora of choices. First, he uses humor to make them laugh about it, but it is actually making them think about it. For instance, he pokes fun of today’s world because we are given the freedom of having too many choices in regards to marriage. We may just point at someone and say, “You’ll do.” As this is a humorous thought as the comic displays, it is a serious matter. He makes the audience laugh momentarily, but the thought of being paralyzed by choice will resonate with them. It’s actually a scary thought to realize we are settling for someone just to be married. Schwartz further strengthens his points by evoking feelings of fear when he discusses suicide rates increasing due to feeling less satisfied. For example, today patients tell their doctors what to prescribe, and even when they get what they want, they still feel they are missing out on something. Too many choices leaves people feeling depressed as if they are always missing something. The speaker relies on appealing to the audience’s emotions, but he also justifies why too many choices have negative effects.

Additionally, the author **rationalizes** his argument to advance the claim that a world providing an abundance of choices is indeed detrimental to our well-being. Schwartz shares real-life scenarios to help the audience understand his point. He discusses his experience with shopping for jeans. The store nowadays has more than one kind of blue jeans, but instead the store offers loosely, fitted, skinny, flare, boot cut, etc etc. All he wanted was the kind that was always the “only kind” to buy. Mind you, the jeans he bought that day fit better than any other pair he ever bought, but he felt dissatisfied with the jeans. Buying jeans is a simple task, but the author demonstrates through his anecdote how this simple task can be frustrating and less satisfying. The speaker emphasizes these feelings are negative effects of having too many choices. It’s the opposite of what we should be feeling. He continues to share statistics of how many choices we have by simply shopping for salad dressing, phones, computers, and other domains. One statistic he shares that is an attention grabber is suicide and clinical depression increased by 50% in the past five years due to having too many choices. This is astonishing for the audience to hear, and it will definitely make them pay attention to his claim that having more is not beneficial. In fact it does quite the opposite.

Schwartz using a serious tone convinces adults that a world that offers too many choices also offers two harmful effects: paralysis and less satisfaction. By being aware of his audience’s comfort level with choices and having the world at their figure tips, he knew offering real life examples and humor to explain why choices are hurting them, not helping.